

**ORDER**

KSNV

**Orders**  
**Order / Rev:** 106601  
**Alt Order #:** 06852702  
**Product Desc:** OBAMA 60'S  
**Estimate:** 1775  
**Flight Dates:** 09/15/12 - 09/21/12  
**Original Date / Rev:** 09/14/12 / 09/17/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** GMMB, Inc./ Washington D.C.  
**Buying Contact:**  
**Billing Contact:**  
 Washington Harbor  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama for America *Revised*  
**Demographic:** A35+  
**Product Codes:** PLC01-Democrat  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/21/12	56	\$88,310.00	\$75,063.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	56	\$88,310.00	\$75,063.50	0.00
<b>Totals</b>	<b>56</b>	<b>\$88,310.00</b>	<b>\$75,063.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KSNV	40%	\$88,310.00
Market	100%	\$220,775.00

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$44,155.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$44,155.00
KTUD	1%	\$2,207.75
KVVU	15%	\$33,116.25
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$8,831.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/17/12	09/21/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	1:00	2	\$650.00	1	0.00	NM	2	\$1,300.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--			2			\$650.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/17/12	09/21/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	1:00	2	\$650.00	1	0.00	NM	2	\$1,300.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					2	\$650.00		0.00			
E 2	KSNV	09/17/12	09/21/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	1:00	4	\$1,300.00	1	0.00	NM	4	\$5,200.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					4	\$1,300.00		0.00			
E 3	KSNV	09/17/12	09/21/12	Today Show Today Show	CM	658a-9am	MTWTF--	1:00	4	\$1,700.00	1	0.00	NM	4	\$6,800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					4	\$1,700.00		0.00			
E 4	KSNV	09/15/12	09/15/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	1:00	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$700.00		0.00			
E 5	KSNV	09/15/12	09/15/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	1:00	1	\$1,250.00	1	0.00	NM	1	\$1,250.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$1,250.00		0.00			
E 6	KSNV	09/16/12	09/16/12	Sunday Today Sunday Today	CM	7a-8am	-----S	1:00	1	\$1,250.00	1	0.00	NM	1	\$1,250.00
TODAY ON SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$1,250.00		0.00			
E 7	KSNV	09/16/12	09/16/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	1:00	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
CHRIS MATTHEWS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$1,000.00		0.00			
E 8	KSNV	09/17/12	09/21/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	1:00	2	\$700.00	1	0.00	NM	2	\$1,400.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					2	\$700.00		0.00			
E 9	KSNV	09/17/12	09/21/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MTWTF--	1:00	2	\$650.00	1	0.00	NM	2	\$1,300.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					2	\$650.00		0.00			
E 10	KSNV	09/17/12	09/21/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	1:00	3	\$650.00	1	0.00	NM	3	\$1,950.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					3	\$650.00		0.00			
E 11	KSNV	09/17/12	09/21/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MTWTF--	1:00	2	\$850.00	1	0.00	NM	2	\$1,700.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					2	\$850.00		0.00			
E 12	KSNV	09/17/12	09/21/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	1:00	2	\$200.00	3	0.00	NM	2	\$400.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					2	\$200.00		0.00			
E 13	KSNV	09/17/12	09/21/12		CM	3-4p	MTWTF--	1:00	3	\$900.00	1	0.00	NM	3	\$2,700.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Dr. Phil											
				Dr Phil											
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--		3			\$900.00		0.00				
E 14	KSNV	09/17/12	09/21/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	MTWTF--	1:00	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				FIRST NEWS 3 AT FOUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--		2			\$1,200.00		0.00				
E 15	KSNV	09/17/12	09/21/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	MTWTF--	1:00	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS 4 AT 430P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--		2			\$1,400.00		0.00				
E 16	KSNV	09/17/12	09/21/12	M-F Early News	CM	5-630p	MTWTF--	1:00	4	\$2,000.00	1	0.00	NM	4	\$8,000.00
				M-F Early News											
				EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--		4			\$2,000.00		0.00				
E 17	KSNV	09/15/12	09/15/12	Sa-Su Early News	CM	5pm-630pm	-----S-	1:00	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
				Sa-Su Early News											
				KSNV EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S-		1			\$1,300.00		0.00				
E 18	KSNV	09/18/12	09/18/12	Tues PR 10-11p	CM	10-11pm	-T-----	1:00	1	\$6,400.00	1	0.00	NM	1	\$6,400.00
				Tuesday Prime 10-11pm											
				PARENTHOOD											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-T-----		1			\$6,400.00		0.00				
E 19	KSNV	09/19/12	09/19/12	Wed PR 10-11p	CM	10-11pm	--W----	1:00	1	\$6,400.00	1	0.00	NM	1	\$6,400.00
				Wednesday Prime 10-11pm											
				ROCK CENTER- BRIAN WILLIAMS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--W----		1			\$6,400.00		0.00				
E 20	KSNV	09/16/12	09/16/12	NFL End of Game Break	CM	1p-9p	-----S	1:00	1	\$16,000.00	1	0.00	NM	1	\$16,000.00
				NFL End of Game Break											
				SUN NT FB: DET @ S FRAN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S		1			\$16,000.00		0.00				
E 21	KSNV	09/17/12	09/21/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	1:00	3	\$2,200.00	1	0.00	NM	3	\$6,600.00
				M-F News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--		3			\$2,200.00		0.00				
E 22	KSNV	09/15/12	09/15/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	1:00	1	\$2,200.00	1	0.00	NM	1	\$2,200.00
				Sa-Su News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S-		1			\$2,200.00		0.00				
E 23	KSNV	09/16/12	09/16/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	1:00	1	\$2,200.00	1	0.00	NM	1	\$2,200.00
				Sa-Su News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S		1			\$2,200.00		0.00				
E 24	KSNV	09/17/12	09/21/12	The Tonight Show	CM	1135p-1237a	MTWTF--	1:00	4	\$850.00	1	0.00	NM	4	\$3,400.00
				Tonight Show											
				TONIGHT SHOW W/ JAY LENO											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--		4			\$850.00		0.00				
E 25	KSNV	09/17/12	09/21/12		CM	1237a-136am	MTWTF--	1:00	4	\$450.00	1	0.00	NM	4	\$1,800.00

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 Estimate: 1775  
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Late Night w/Fallon											
				Late Night w/Fallon											
				LATE NIGHT W/JIMMY FALLON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	MTWTF--					4	\$450.00		0.00			
E 26	KSNV	09/15/12	09/15/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	1:00	1	\$1,500.00	2	0.00	NM	1	\$1,500.00
				Saturday Night Live											
				SATURDAY NIGHT LIVE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-----S-					1	\$1,500.00		0.00			
E 27	KSNV	09/16/12	09/16/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	1:00	1	\$270.00	3	0.00	NM	1	\$270.00
				Sports Night in Las Vegas											
				SPORTS NIGHT IN LAS VEGAS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-----S					1	\$270.00		0.00			
E 28	KSNV	09/16/12	09/16/12	LAW & ORDER (LF)	CM	Sat 1-2am / Sun 1:	-----S	1:00	1	\$90.00	3	0.00	NM	1	\$90.00
				Law & Order (LF)											
				LAW & ORDER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-----S					1	\$90.00		0.00			
													Totals	56	\$88,310.00